



**SERVQUAL PERCEPTION OF EMPLOYEES IN MALAYSIA
PANPAGES ONLINE SDN. BHD.**

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DECLARATION OF ORIGINAL WORK



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ABSTRACT

The research title is “SERVQUAL PERCEPTION OF EMPLOYEES IN MALAYSIA PANPAGES ONLINE SDN. BHD.” This research is to find out employees perception towards service quality. The aim of this research also is to measure the level service quality that delivered by MPOSB. Through this study, the perceptions of the employees do have a relationship with employee’s satisfaction. Hence, high level of employee’s satisfaction towards their job will lead to high level of customer satisfaction. In this research, it will help to identify service quality that has directly influence at MPOSB. Therefore, the research has been conducted at MPOSB with different culture background of respondent. The sample size for this research is 50 employees.

To measure service quality, there are few tool that be used. The tools are such as frequency analysis, descriptive analysis, reliability analysis and correlation. These tools are used to identify the level of service between dependent and independent variables. In the nutshell, all the independent variables are accepted and significant to dependent variables.